## WHAT IS CLAIMED IS:

- 1 1. A method of processing image data representing at
- 2 least one image, the method comprising:
- 3 receiving information including at least one of
- 4 image quality information and image use information;
- 5 selecting a first encoding format from a
- 6 plurality of supported encoding formats as a function of
- 7 said received information;
- 8 encoding said image data according to the first
- 9 encoding format to thereby generate first encoded image
- 10 data representing said image; and
- 11 storing the first encoded image data using a
- 12 digital data storage device.
  - 1 2. The method of claim 1, wherein the image quality
  - 2 information indicates a desired minimum level of image
  - 3 quality at which an image is to be preserved.
  - 1 3. The method of claim 2, wherein the step of selecting
  - 2 the first encoding format includes selecting the first
  - 3 encoding format to be an encoding format which will
  - 4 preserve the image at a level of quality at least as good
  - 5 as the indicated minimum level of image quality.
  - 1 4. The method of claim 1, wherein the image quality
  - 2 information indicates the quality of the at least one image
  - 3 represented by said image data.

The method of claim 4, wherein the step of selecting 1 the first encoding format includes selecting the first 2 encoding format to be an encoding format which will 3 preserve the image at a level of quality equal to or lower 4 than the indicated quality of the at least one image 5 represented by said image data. 6 The method of claim 4, further comprising: 1 analyzing said image data to generate image 2 quality information received in said step of receiving 3 information. 4 The method of claim 1, further comprising: querying a human for said image quality 2 3 information. The method of claim 1, wherein the received information further includes data storage limitation information; and 3 wherein the step of selecting a first encoding 4 format is further performed as a function of the received 5 data storage limitation information. 6 The method of claim 1, wherein the received 1 information further includes image source information which 2 indicates a format in which the at least one image 3 represented by said image data was previously stored; and 4 wherein the step of selecting a first encoding 5 format is further performed as a function of the received 6 image source information. 7

- 1 10. The method of claim 1, wherein the received
- 2 information further includes image source information which
- 3 indicates a type of data storage media which was previously
- 4 used to store said image data prior to performing said
- 5 encoding step; and
- 6 wherein the step of selecting a first encoding
- 7 format is further performed as a function of the data
- 8 storage media information.
- 1 1/1. The method of claim 10, wherein the indicated type of
- 2 data storage media includes at least one of digital tape,
- 3 analog tape and movie film.
- 1 12. The method of claim 1, further comprising the step of:
- 2 selecting the quality level at which the at least
- 3 one image represented by said image data is to be encoded
- 4 using the selected image format based on the received
- 5 information.
- 1 12. The method of claim 12, wherein the quality level is
- 2 selected from a plurality of supported encoding quality
- 3 levels.
- 1 14. The method of claim 13, wherein the plurality of
- 2 supported encoding quality levels include a first quality
- 3 level which is a lossless or near loss-less quality level;
- 4 a second quality level which is a contribution quality
- 5 level; and a third quality level which is a distribution
- 6 quality level, the distribution quality level being the
- 7 level of image quality to be used for distribution of the
- 8 image to an end viewer.

- 1 15. The method of claim 13, wherein the received
  2 information further includes data storage limitation
  3 information; and
  4 wherein the step of selecting the quality level
  5 at which the at least one image is encoded is further
- 5 at which the at least one image is encoded is further
- 6 performed as a function of the received data storage
- 7 limitation information.
- 1 16. The method of claim 13, wherein the received
- 2 information further includes image source information which
- 3 indicates a format in which the at least one image was
- 4 previously stored; and
- 5 wherein the step of selecting the quality level
- 6 at which the at least one image is encoded is further
- 7 performed as a function of the received image source
- 8 information.
- 1 (17.) The method of claim 14, wherein the received
- 2 information further includes image source information which
- 3 indicates a type of data storage media which was previously
- 4 used to store said image prior to performing said encoding;
- 5 and
- 6 wherein the step of selecting the quality level
- 7 at which the at least one image is encoded is further
- 8 performed as a function of the received image source
- 9 limitation information.
- 1 18. The method of claim 1, wherein said plurality of image
- 2 formats includes at least two of the encoding formats in
- 3 the set of MPEG, JPEG and DV encoding formats.

- 1 19. The method of claim 1, wherein said image use
- 2 information indicates at least one data distribution use.
- 1 20. The method of claim 19, wherein the indicated data
- 2 distribution use includes at least one of cable television,
- 3 satellite broadcast, terrestrial television and Internet.
- 1 21. The method of claim 1, wherein said image use
- 2 information indicates an image archiving use.
- 1 (2)2. The method of claim 1, further comprising:
- 2 retrieving the first encoded image data from the
- 3 digital data storage device;
- 4 converting the first encoded image data from the
- 5 first encoding format to a second encoding format to
- 6 produce second encoded image data, the second encoded
- 7 format being different from the first encoding format; and
- 8 outputting the second encoded image data.
- 1  $f_{2}^{2}3$ . The method of claim 22, further comprising:
- converting the first encoded image data from the
- 3 first encoding format to a third encoding format to produce
- 4 third encoded image data, the third encoded format being
- 5 different from the first and second encoding formats; and
- outputting the third encoded image data.
- $1 \bigcirc 24$ . The method of claim 22, wherein the step of converting
- 2 the first encoded image data from the first encoding format
- 3 to a second encoding format includes:

decoding said first encoded image data to 4 generate decoded image data; and 5 re-encoding said decoded image data according to 6 the second encoding format. 7 A digital storage medium comprising computer 1 executable instructions for controlling a computer system 2 3 to: receive information including at least one of 4 image quality information and image use information; 5 select a first encoding format from a plurality 6 of supported encoding formats as a function of said 7 received information; 8 encode image data according to the first encoding 9 format to thereby generate first encoded image data 10 representing said image; and 11 store the first encoded image data using a 12 digital data storage device. 13 A system for processing and storing at least one of audio and video data, the system comprising: 2 a compression module supporting a plurality of 3 different encoding formats, the compression module 4 including a plurality of encoding modules, each encoding 5 module capable of performing data encoding according to a 6 different standardized encoding format; 7 a control module for selecting from the plurality 8 of encoding formats, an encoding format to be used with a 9 given set of data supplied to the compression module; and 10

- a data storage device coupled to the compression
- 12 module for storing encoded data generated by said
- 13 compression module.
- $1 \cap 27$ . The system of claim 26, further comprising:
- a data retrieval module for retrieving encoded
- 3 data stored in the data storage device; and
- a transcoder module for converting encoded data
- 5 retrieved from the data storage device from a format in
- 6 which the data was stored to a different data format.
- 1 28. The system of claim 26, wherein the transcoder module
- 2 includes:
- a plurality of decoders, each decoder in the
- 4 plurality of decoder circuits being capable of decoding at
- 5 least one of said encoding formats supported by the
- 6 compression module.
- 1 )29. The system of claim 27, wherein the transcoder module
- 2 further includes:
- a plurality of encoders coupled to the plurality
- 4 of decoder, the plurality of encoders including encoders
- 5 which support different encoding formats.
- 1 30. The system of claim 28, wherein the transcoder module
- 2 further includes:
- means for outputting data generated by multiple
- 4 encoders included in said plurality of encoders, from the
- 5 same decoded data generated by one of said plurality of
- 6 decoders.

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The system of claim 27, further comprising: 31. an analysis module capable of performing an 2 indexing operation on encoded data and generating index 3 information therefrom; and 4 a wrapper module coupled to said compression 5 module, the storage device and the analysis module, the 6 wrapper module supplying encoded data generated by said 7 compression module to said analysis module and 8 incorporating index information received from said analysis 9 module into a file with the encoded data supplied to said 10 analysis module. 11 The system of claim 31, wherein the data analysis 1 module includes: decoder circuitry for decoding encoded data; and 3 an indexing circuit for generating indexing 4 information by analyzing decoded data generated by said 5 decoder circuitry. 6 The system of claim 31, wherein said data retrieval 1 module is coupled to said storage device and the analysis 2 module, the data retrieval module controlling the retrieval 3 of encoded data from the storage device to be supplied to 4 5 the analysis module for indexing; and wherein the analysis module indexes retrieved 6 encoded data to generate index information. 7 The system of claim 33, further comprising: 1 an archive storage manager module for coupling 2 the data retrieval module to the analysis module and for 3

adding index information generated by said analysis module

- from processing retrieved encoded data to the file from 5 which the encoded data was retrieved. 6 35() The system of claim 27, further comprising: 1 a preview module coupled to said transcoder for 2 displaying images generated from encoded data produced by 3 said transcoder. 4 The system of claim 28, further comprising: 1 a preview module coupled to said compression 2 module for displaying images generated from encoded data 3 generated by said compression module. The system of claim 26, further comprising: 1 means for receiving information including at 2 least one of image quality information and image use 3 information; and 4 wherein the control module includes: 5 means for selecting the encoding format 6 to be used with a given set of data supplied to 7 the compression module as a function of said 8 received information. 9 A method of operating a system to process image data 1 representing an image, the method comprising:
- receiving image source information indicating at least one of a type of storage media previously used to store the image data and a storage format in which the

6 image data was stored;

- 7 automatically selecting a first encoding format
- 8 from a plurality of supported encoding formats as a
- 9 function of said received information;
- operating the system to encode said image data
- 11 according to the first encoding format to thereby generate
- 12 first encoded image data representing said image; and
- storing the first encoded image data using a
- 14 digital data storage device.
  - 1 39. The method of claim 38, wherein the received image
  - 2 source information indicates the type of storage media
- 3 previously used to be at least one of digital tape, analog
- 4 tape, and movie film.
- 1 40. The method of claim 38, wherein the received image
- 2 source information indicates the source format to be one of
- 3 a JPEG, a DV and an MPEG format.
- 2 of:
- 3 retrieving the first encoded image data from the
- 4 digital data storage device;
- 5 converting the first encoded image data from the
- 6 first encoding format to a second encoding format to
- 7 produce second encoded image data, the second encoded
- 8 format being different from the first encoding format; and
- 9 outputting the second encoded image data.
- 1 O42. The method of claim 41, further comprising:
- 2 converting the first encoded image data from the
- 3 first encoding format to a third encoding format to produce

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- 4 third encoded image data, the third encoded format being
- 5 different from the first and second encoding formats; and
- 6 outputting the third encoded image data.
- 1 43. A method of processing image data representing an
- 2 image, the method comprising:
- 3 receiving image quality information;
- 4 selecting an encoding quality level from a
- 5 plurality of supported encoding quality levels as a
- 6 function of the received image quality information;
- 7 encoding said image data to the selected quality
- 8 level according to a first encoding format to thereby
- 9 generate first encoded image data representing said image;
- 10 and
- storing the first encoded image data using a
- 12 digital data storage device.
  - 1 44. The method of claim 43, wherein the image quality
  - 2 information indicates a desired minimum level of image
  - 3 quality at which an image is to be preserved.
  - 1 45. The method of claim 44, wherein the step of selecting
  - 2 the encoding quality level includes selecting an encoding
  - 3 quality level which will preserve the image at a level of
  - 4 quality at least as good as the indicated minimum level of
  - 5 image quality.
  - 1 46. The method of claim 43, wherein the image quality
  - 2 information indicates the quality of the image represented
  - 3 by said image data.

- 1 47. The method of claim 46, further comprising:
- analyzing said image data to generate the
- 3 received image quality information.
- 1 48. The method of claim 46, wherein the step of selecting
- 2 the encoding quality level includes selecting an encoding
- 3 quality level which will preserve the image at a level of
- 4 quality equal to or lower than the indicated quality of the
- 5 image represented by said image data.
- 1 49. The method of claim 46, wherein the image quality
- 2 information further indicates a minimum level of image
- 3 quality at which an image is to be preserved; and
- 4 wherein the step of selecting the encoding
- 5 quality level includes selecting an encoding quality level
- 6 which will preserve the image at a level of quality lower
- 7 than the indicated quality of the image represented by said
- 8 image data but at least as high as the minimum level of
- 9 image quality at which the image is to be preserved.
- 1 50. The method of claim 49, further comprising:
- 2 querying a human for said image quality
- 3 information.